

# MINUTES

## COUNCIL DOWNTOWN MASTER PLAN COMMITTEE

Wednesday, June 8, 2022 – 4:00 PM

City Hall Council Chambers

- Members Present: Gary Daniel, Chair, Council Member  
Geraldine Dinkins, Vice Chair, Council Member (arrived at 4:11 pm)  
Steve Harrell, Interim City Manager  
Billy Parrish, Heart of Brevard Representative  
Nicole Bentley, Heart of Brevard Executive Director  
Parker Platt, Council Appointed At-Large Member
- Absent: Paul Ray, Planning Director  
Lee McMinn, Citizen Member
- Staff Present: Aaron Bland, Assistant Planning Director (left at 5:10 pm)  
Denise Hodsdon, Executive Assistant
- Guests: Nicole Rongo, CGI Digital (via Zoom)  
King Street Residents and Business Owners: Madeline Magin, Harvey Federman, Paul Wilander, Emrie Carlton and Russ Jackson

### A. Welcome & Call to Order

Committee Chair Gary Daniel welcomed everyone and called the meeting to order at 4:09 PM.

### B. Certification of Quorum

Quorum was certified by Executive Assistant Denise Hodsdon.

### C. Approval of Agenda

Motion by Ms. Bentley, seconded by Mr. Parrish to approve the agenda as presented. The motion carried unanimously.

### D. Approval of Minutes of April 6, 2022 Meeting

Motion by Mr. Platt, seconded by Mr. Parrish to approve the minutes of the April 6, 2022 meeting as presented. The motion carried unanimously.

#### **E. National League of Cities Community Showcase Video Program – Nicole Longo, CGI Digital**

Mr. Harrell explained that the National League of Cities (NLC) has approached the City of Brevard offering through its partner CGI Digital, an opportunity to have a cost-free community showcase video produced for the City's use. He introduced Nicole Rongo of CGI who explained that CGI would produce a series of four videos which would showcase such things as the community's downtown, parks, schools, and other attributes. CGI works directly with the community to highlight the areas the community wishes to have in the video. The video would be placed on the City's website for visitors to view. There is a 3-year commitment to link the video to the website and CGI would update the video every three years. Ms. Rongo explained that in addition to the city showcase video, CGI offers local businesses and organizations the opportunity to participate on a sponsorship level and have their own promotional videos produced for a fee, and for participating, their logos are displayed with the city's showcase video. Following discussion, motion by Mr. Parrish, seconded by Mr. Platt to recommend this program to City Council and to authorize Heart of Brevard Executive Director Nicole Bentley and City Manager's Executive Assistant Denise Hodsdon to explore the community facets and not concentrate solely on downtown, and for the Downtown Master Plan Committee to have final approval of the video. The motion carried unanimously.

#### **F. Madeline Magin – King Street Presentation**

Madeline Magin, owner of 185 King Street and Noblebräu Brewing, explained that those King Street residents and business owners that are here today wanted to meet with the committee to present some goals that they have for the King Street area. She noted that they are just representing King Street and not any area beyond that at this point. She presented and discussed the attached outline of their goals, which are broken into four main categories:

1. Recognizing King Street as a District – They have no desire to be a municipal tax district and they are not fully a historical district so are looking for advice on the best route to do that. In the meantime, they are going to start just doing it from a branding standpoint. They have designed a logo to recognize themselves as the King Street District. They are looking to get some wayfinding signs and will request an amendment to the City ordinance to allow King Street to put up signage to help direct visitors and guests to the area.
2. Safety and Walkability – King Street is geographically very close to downtown, but there is no safe way to get to and from there. Sidewalks are in disrepair and there is no crosswalk for crossing Caldwell Street to King Street.
3. Parking – There is a lack of clarity as to where to park and currently, fire hydrants, mailboxes and driveways are getting blocked. They are asking that

lines be painted throughout the whole street to demarcate where people can and cannot park. The current parking spaces are not large enough, particularly for vehicles with bike racks. They are also requesting that the City install signage directing visitors to additional parking at the Railroad Depot. As a long-term goal, they would like to see the City explore additional solutions for parking.

4. Infrastructure – The group appreciates that the infrastructure is being assessed and they feel that it would be helpful to get their perspective in that planning process. They want to be methodical about making it look like a commercial area and would like to have input about streetscaping.

Ms. Magin said the businesses and residents are willing to create a fund to help pay for certain things, but they would need to work with the City to install those things so it is done properly. The time to do that would be when the streets and sidewalks are being repaired. They are okay with paying to have the wayfinding signs fixed and include their area, but need permission from the City in order to do so.

Mr. Harrell explained that the City has money to replace the waterline on King Street and the project is being bid and underway. Because we are going to take the waterline out of the street and do enough digging to do that, we'll be able to resurface King Street, so right now is not a good time to mark parking spaces when it is going to be resurfaced. If there are some stormwater issues that are not overly expensive, we would be able to address those.

Paul Wilander said the folks that have the brick paver sidewalk want them replaced with brick, but they understand that the City is not in a position to pay to have them replaced in a like-kind manner. He added that it would be their request that they be allowed to pay for the upcharge to have those remain in front of their property when sidewalks are replaced. Mr. Harrell noted that City Council has approved \$91,000 out the Capital Reserve fund specifically aimed at that brick sidewalk. It is uncertain at this time how much that \$91,000 will cover, but it is part of the project.

Mr. Harrell suggested that it would be great for City Staff to meet with King Street stakeholders to find out what is needed, get a price on that, and then can come back and discuss more precisely what the City could accomplish based on what is needed. He said he can see the sidewalk being repaired and the parking spaces being put in at the right spacing as part of that project. Beyond that, we would have to scope it out some and find out what is necessary.

Mr. Harrell also mentioned that Caldwell Street is a State road so any crosswalk there would require NCDOT approval which may be difficult for that location because there is no traffic signal there.

## **G. Discussion re Bradford Pear Trees**

Mr. Harrell informed the Committee that the City had two tree service companies

conduct an assessment of the Bradford Pear trees on West Main Street. The recommendation is that all 16 of those trees need to be removed so this is being brought to the committee to discuss a plan for moving forward. Mr. Harrell noted that there are a couple of trees that have been identified as having significant rot at the base and they need to come down immediately as they are a liability. During discussion, it was decided that 1) the two trees identified for immediate removal would be taken down as soon as possible; and 2) to work on an action plan for removing and replacing the trees as part of the continuing streetscape discussion. It was stressed that we will need to have a clear communication plan to explain why the trees are coming down and what the plan is to replace them.

**Additional Comments:**

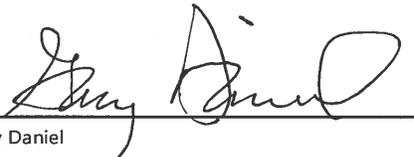
Mr. Platt asked for an update on the implementation of the Times Arcade Alley project. Mr. Harrell said there is \$700,000 now in place in the budget and project ordinance. We have not put together the bid package yet, but the target is to do the work in January, February and March.

**H. Set Date for Next Meeting**

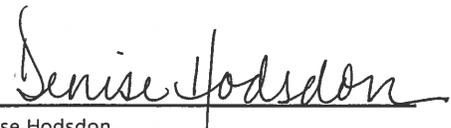
The next meeting of the Council Downtown Master Plan Committee was scheduled for Wednesday, July 13, 2022 at 4:00 PM.

**I. Adjourn**

There being no further business, the meeting was adjourned at 5:26 PM.

X   
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Gary Daniel  
Chair, Council Member

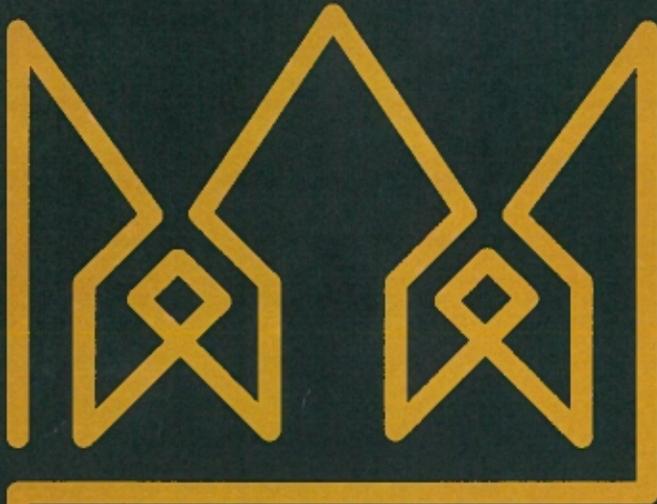
Minutes Approved - July 13, 2022

X   
\_\_\_\_\_  
Denise Hodsdon  
Executive Assistant

## King Street Presentation Outline

1. King Street is a subset of the Railroad Avenue Community which:
  - a. Runs the entire length of King St from Caldwell to Railroad
  - b. Includes both businesses and residents
2. Purpose of Presentation
  - a. King Street supports the City of Brevard's Vision and strategies of (i) fostering economic development and (i) enhancing the quality of life
  - b. Request support related to the following areas:
    - i. Recognition of King St as a district
    - ii. Safety/Walkability
    - iii. Parking
    - iv. Infrastructure
  - c. Many of King Street's requests for support are consistent with the Railroad Avenue Community Plan (draft version October 20, 2014)
3. Recognition of King Street as a District
  - a. We have established a community forum comprised of residents and businesses called the "King Street District", which:
    - i. Fosters ongoing communication among residents and businesses
    - ii. Addresses common concerns
      1. Refer to survey previously presented to City Council
    - iii. Desires to partner with the City in improving King Street for residents, businesses and visitors
  - b. Present Branding
    - i. Flag/Banner – residents and businesses can adopt as they desire
  - c. Short Term Goal
    - i. Inclusion in WayFinding Signs
      1. Request the City to amend ordinance to allow King Street to put up signage
      2. Businesses are willing to pay for signage
  - d. Long Term Goal
    - i. Continue to build a sense of community, including with other streets, while prospering
    - ii. Obtain recognition and partnership when needed
4. Safety and Walkability
  - a. Geographically, King Street is close to the Heart of Brevard District and public access via foot traffic is not safe, especially crossing Caldwell Avenue
    - i. King Street is one of the most, if not the second most, visited commercial area in Brevard
    - ii. King Street is unique as it:
      1. is a major artery for non-resident businesses
      2. has significant residential population
    - iii. Sidewalks are in disrepair in certain areas and are hazardous for public safety

- b. Short Term Goal
      - i. Establish crosswalk for crossing Caldwell Avenue
      - ii. Address the areas of the sidewalk that are in most disrepair
        - 1. If property owners wish to maintain historic brick pavers adjoining their property, they have the option to do so and pay the cost difference
    - c. Long Term Goal
      - i. Establish ongoing process between the City and King Street District for addressing installation of bike racks, waste bins, benches, lighting and comprehensive sidewalk repair plan
- 5. Parking
  - a. Visitors, residents, and businesses are frustrated by the lack of clarity as to where to park
  - b. Short Term Goal
    - i. Demarcate where visitors and citizens can and cannot park, taking account the following:
      - 1. Fire Hydrants
      - 2. Mailboxes
      - 3. Driveways
    - ii. Install signage directing visitors to additional parking at railroad depot
  - c. Long Term Goal
    - i. As the King Street District continues to grow and evolve, explore additional solutions for parking
- 6. Infrastructure
  - a. The following items were identified in the Railroad Avenue Community Plan dated 10/20/2014
    - i. Water
    - ii. Sewage
    - iii. Storm Drainage
    - iv. Sidewalks
    - v. Powerlines
    - vi. Roads
  - b. These items have only deteriorated further
  - c. Short-Term Goal
    - i. Need to balance economic costs versus convenience of limiting disruptions and touching services the least minimal number of times as possible
    - ii. Create a comprehensive plan with specific dates and actions for implementing infrastructure improvements
  - d. Long-Term Goal
    - i. Execute plan
- 7. Conclusion - Items identified for most part where part of the Railroad Avenue Community Plan dated of 10/20/2014
  - a. We are asking for City Council to go forward with our recommended short-term goals for the safety of our citizens and visitors and provide a path for our mutual long term goals



KING  
STREET  
DISTRICT

